

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
919 Prince St
Alexandria, VA 22314

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
964014-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Mack/R/Senate	FRIENDS/CONNIE MACK	

Flight Dates	Order #	Alt Order #
10/16/12 - 10/22/12	964014	06376321

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/22/12	10/22/12	Good Morning America	7-9AM	1-----	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	1-----	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	8:58 AM	Good Morning America	7-9AM	:30	CMMO1012H	\$550.00 NM
2	10/16/12	10/19/12	Good Morning America	7-9AM	-TWTF--	:30	4	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	4	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/16/12	7:55 AM	Good Morning America	7-9AM	:30	CMMO1012H	\$550.00 NM
4	WPBF	W	10/17/12	8:47 AM	Good Morning America	7-9AM	:30	CMMO1012H	\$550.00 NM
3	WPBF	Th	10/18/12	7:50 AM	Good Morning America	7-9AM	:30	CMMO1012H	\$550.00 NM
1	WPBF	F	10/19/12	8:29 AM	Good Morning America	7-9AM	:30	CMMO1012H	\$550.00 NM
3	10/22/12	10/22/12	The View	11A-12PM	1-----	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	1-----	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	11:00 AM	The View	11A-12PM	:30	CMMO1012H	\$800.00 NM
4	10/17/12	10/19/12	The View	11A-12PM	--W-F--	:30	2	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	--W-F--	2	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/17/12	11:35 AM	The View	11A-12PM	:30	CMMO1012H	\$800.00 NM
2	WPBF	F	10/19/12	11:31 AM	The View	11A-12PM	:30	CMMO1012H	\$800.00 NM
5	10/22/12	10/22/12	WPBF News 25 @ Noon	12pm-1230pm	1-----	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	1-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	12:21 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	CMMO1012H	\$350.00 NM
6	10/16/12	10/19/12	WPBF News 25 @ Noon	12pm-1230pm	-TWTF--	:30	4	\$350.00	NM



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964014-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Mack/R/Senate	FRIENDS/CONNIE MACK		

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	4	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	12:25 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	CMMO1012H	\$350.00 NM
2	WPBF	W	10/17/12	12:25 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	CMMO1012H	\$350.00 NM
3	WPBF	Th	10/18/12	12:22 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	CMMO1012H	\$350.00 NM
4	WPBF	F	10/19/12	12:29 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	CMMO1012H	\$350.00 NM
7	10/22/12	10/22/12	M-F 5pm News	5-6pm	1-----	:30	1	\$900.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	1-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	5:57 PM	M-F 5pm News	5-6pm	:30	CMMO1012H	\$900.00 NM
8	10/16/12	10/19/12	M-F 5pm News	5-6pm	-TWTF--	:30	4	\$900.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	4	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	Tu	10/16/12	5:25 PM	M-F 5pm News	5-6pm	:30	CMMO1012H	\$900.00 NM
1	WPBF	W	10/17/12	5:55 PM	M-F 5pm News	5-6pm	:30	CMMO1012H	\$900.00 NM
4	WPBF	Th	10/18/12	5:54 PM	M-F 5pm News	5-6pm	:30	CMMO1012H	\$900.00 NM
2	WPBF	F	10/19/12	5:56 PM	M-F 5pm News	5-6pm	:30	CMMO1012H	\$900.00 NM
9	10/16/12	10/17/12	Wheel Of Fortune	7-7:30PM	-TW----	:30	2	\$1,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TW----	2	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	7:19 PM	Wheel Of Fortune	7-7:30PM	:30	CMMO1012H	\$1,600.00 NM
2	WPBF	W	10/17/12	7:13 PM	Wheel Of Fortune	7-7:30PM	:30	CMMO1012H	\$1,600.00 NM
10	10/22/12	10/22/12	Jeopardy	7:30-8PM	1-----	:30	1	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	1-----	1	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	7:35 PM	Jeopardy	7:30-8PM	:30	CMMO1012H	\$1,700.00 NM
11	10/17/12	10/18/12	Jeopardy	7:30-8PM	--WT---	:30	2	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	--WT---	2	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	10/17/12	7:41 PM	Jeopardy	7:30-8PM	:30	CMMO1012H	\$1,700.00 NM
1	WPBF	Th	10/18/12	7:41 PM	Jeopardy	7:30-8PM	:30	CMMO1012H	\$1,700.00 NM
12	10/22/12	10/22/12	M-SUN WPBF News 25 @ 11-11:35PM		1-----	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	1-----	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	11:34 PM	M-SUN WPBF News 25 @ 11PM 11-11:35PM		:30	CMMO1012H	\$1,000.00 NM
13	10/16/12	10/21/12	M-SUN WPBF News 25 @ 11-11:35PM		-TWTF-S	:30	4	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF-S	4	\$1,000.00				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Invoice #	Invoice Date	Invoice Month	Invoice Period
964014-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
Mack/R/Senate	FRIENDS/CONNIE MACK	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
13	10/16/12	10/21/12	M-SUN WPBF News 25 @ 11-11:35PM		-TWTF-S	:30	4	\$1,000.00	NM	
Class of Time - Fixed Non Pre-emptible										
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Tu	10/16/12	11:34 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	CMMO1012H	\$1,000.00	NM
3	WPBF	W	10/17/12	11:13 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	CMMO1012H	\$1,000.00	NM
4	WPBF	F	10/19/12	11:34 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	CMMO1012H	\$1,000.00	NM
2	WPBF	Su	10/21/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	CMMO1012H	\$1,000.00	NM
14	10/20/12	10/20/12	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$450.00	NM	
Class of Time - Fixed Non Pre-emptible										
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/15/12	10/21/12	-----1-	1	\$450.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Sa	10/20/12	8:43 AM	Sat 8-9am News	Sat 8-9am	:30	CMMO1012H	\$450.00	NM
15	10/20/12	10/20/12	Sat 7pm News	7-730pm	-----1-	:30	1	\$800.00	NM	
Class of Time - Fixed Non Pre-emptible										
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/15/12	10/21/12	-----1-	1	\$800.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Sa	10/20/12	7:55 PM	Sat 7pm News	7-730pm	:30	CMMO1012H	\$800.00	NM
LR - Football										
16	10/21/12	10/21/12	Sun 6-7am News	Sun 6-7am	-----1	:30	1	\$180.00	NM	
Class of Time - Fixed Non Pre-emptible										
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/15/12	10/21/12	-----1	1	\$180.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Su	10/21/12	5:59 AM	Sun 6-7am News	Sun 6-7am	:30	CMMO1012H	\$180.00	NM
17	10/21/12	10/21/12	Sun 8-9am News	Sun 8-9am	-----1	:30	1	\$450.00	NM	
Class of Time - Fixed Non Pre-emptible										
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/15/12	10/21/12	-----1	1	\$450.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Su	10/21/12	8:25 AM	Sun 8-9am News	Sun 8-9am	:30	CMMO1012H	\$450.00	NM
18	10/21/12	10/21/12	Sun 630pm News	630-7pm	-----1	:30	1	\$800.00	NM	
Class of Time - Fixed Non Pre-emptible										
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/15/12	10/21/12	-----1	1	\$800.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Su	10/21/12	6:53 PM	Sun 630pm News	630-7pm	:30	CMMO1012H	\$800.00	NM
19	10/20/12	10/20/12	M-Sun 1130p-12am Late	1130p-1205am	-----1-	:30	1	\$800.00	NM	
Class of Time - Fixed Non Pre-emptible										
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate					
	10/15/12	10/21/12	-----1-	1	\$800.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WPBF	Sa	10/20/12	12:32 AM	M-Sun 1130p-12am Late News	1130p-1205am	:30	CMMO1012H	\$800.00	NM
LR - Football										

Total Spots 34

Payment Terms 30 Days

<u>Gross Total</u>	\$28,180.00
<u>Agency Commission</u>	\$4,227.00
<u>Net Amount Due</u>	\$23,953.00